

# PATENT ABSTRACTS OF JAPAN

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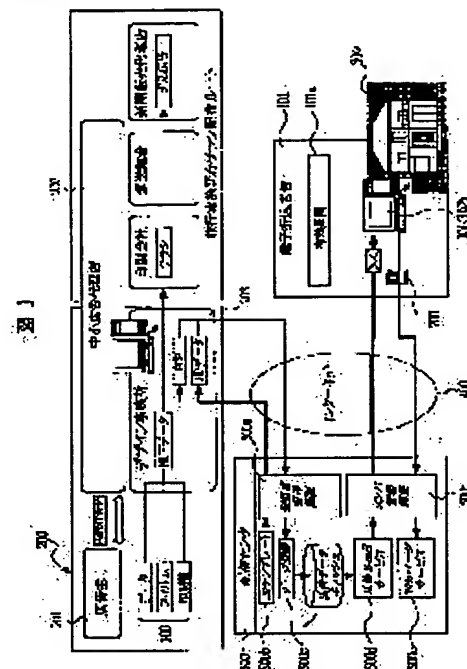
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## (54) METHOD AND SYSTEM FOR ADVERTISEMENT INFORMATION DISTRIBUTION

### (57)Abstract:

PROBLEM TO BE SOLVED: To deliver advertisement information that at advertisement reader desires accurately at proper, time without wasting paper media and communication media.

SOLUTION: This system comprises an advertisement provider 200 as a providing source for advertisement data 100, a subscriber 300 as a reader for the advertisement data 100, and a distribution center 500 which is interposed between them and gathers and distributes the advertisement data 100 via information media such as the Internet 400. The advertisement data 100 are registered at the distribution center 500 in a hypertext format, such as HTML via the Internet 400 and advertisement data 100 which satisfy distribution conditions of the advertiser 201, and the desired conditions of the subscriber 300 are automatically distributed by e-mail to the subscriber 300 as electronic leaflet advertisement 101 corresponding to due time. The electronic leaflet advertisement 101 includes a valid term 101a and the electronic leaflet 101 having expired is deleted automatically from an information terminal 301 of the subscriber 300.



## LEGAL STATUS

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